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# COKER COTTONS

*for 1943*

COKER'S  
PEDIGREED  
SEED  
BLOOD  
WILL TELL

COKER'S PEDIGREED SEED COMPANY  
SOUTH'S FOREMOST COTTON BREEDERS  
HARTSVILLE, S.C.

# COKER-WILDS *Strain 14*

**A Flat Top, Determinate, More Spreading New Wilds Strain  
with Exceptionally High Tensil Strength and Spinning Value.**

## OUTSTANDING UPLAND LONG STAPLE VARIETY

Wilds cotton is recognized from Texas to the Carolinas, both by growers and manufacturers, as the outstanding upland long staple variety and as having little competition in its length class. The high tensil strength and excellent spinning qualities of this cotton occasion the highest rating by manufacturers of the finer yarns. The dependability, earliness, vigor, drought resistance, high production, gin turnout and excellent qualities give it the highest rating by growers of staple cotton.

## HIGHEST STANDARD MAINTAINED

Our continuous breeding program, in which each year hundreds of superior plants are tested, insures maintenance of highest standard. Only when plant families of proven superiority are found are the seed offered as a new strain. So far, we have bred and offered thirteen, each superior in some respects to previous strains. This year we are offering the fourteenth strain.

## COMBINES YIELD, STAPLE, SPINNING VALUE

Wilds Strain 14 is a beautiful flat topped, determinate, more spreading cotton, with exceptionally high

tensil strength and spinning value. It more nearly approaches the ideal toward which we have been working and we offer it in the full assurance that it will make a greater contribution to growers, manufacturers and to our defense program.

## DESCRIPTION

**Plant:** Semi-dwarf, open, determinate, flat topped, 1 to 3 vegetative branches and well spaced fruiting branches.

**Foliage:** Thin, medium small leaf.

**Season:** Very early.

**Bolls:** Round ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully, storm resistant, looks and picks like short cotton.

**Lint Length:** 1½" to 1¾" under good conditions.

**Lint Per Cent:** 33% to 35%.

**Lint Character:** Best, strong, silky.

**Production:** Very high for cotton of its length.

**PRICES:** \$12.50 per 100-lb bag, \$220 per ton, F.O.B. Hartsville, S. C. and Memphis, Tenn. All seed are treated with Ceresan.

**IMPORTANT NOTE**—Growing long staple cotton is a specialty. We do not recommend its planting by any new growers who are not familiar with additional care in the picking, drying, ginning and marketing necessary to secure a superior product. Middling or better smoothly ginned lint must be produced for its growing to be profitable.



**COKER-WILDS  
STRAIN 14**

# COKER 100 *Strain 6*

A Superior Coker 100 Bred from the Strain 3 Blood Line.

Coker 100 Strain 6 is our newest development in Coker 100 cottons. It is descended from the outstanding Strain 3 blood line, as was Strain 5, that was offered first the past spring. In two years' tests, Strain 6 has demonstrated its superiority over these outstanding cottons and we offer it with the assurance that it will prove to be a more profitable cotton to grow.

## GOOD RESULTS ON MANY TYPES OF SOIL

Coker 100 Strain 6 is the worthy descendant of illustrious ancestry. That "Blood Will Tell" is strikingly shown by this family line in good years, bad years and indifferent years; on all types of cotton soils (except those infested with wilt), this cotton has always lived up to expectations. It is a dependable (as we term it) "bread and meat" cotton, that always comes through.

## COMBINES TURNOUT, YIELD AND STAPLE

It is a beautiful cotton of highest productivity and desirable fiber qualities. The semi-determinate, sturdy plants, with dark green, medium thin foliage, two to three vegetative branches, short fruiting branches, good root development and drought resistance, are striking in their vigor and uniformity of growth. The

medium large, round, ovate bolls open wide, fluff, pick easily, yet are storm resistant. To all this is added highest lint characteristic—a per cent of 38 to 41; a high tensil strength; a high degree of uniformity and a staple length of  $1\frac{1}{8}$ " full to  $1\frac{3}{32}$ " full under good growing conditions; a length that is now in great demand by our government for use in its defense program.

## DESCRIPTION

**Plant:** Erect, semi-determinate in type with 1 to 3 vegetative branches and well spaced fruiting branches.

**Foliage:** Thin, dark green.

**Season:** Early.

**Bolls:** Round ovate, slightly pointed, 68 to 70 to pound. Open wide, fluff beautifully, storm and weather resistant.

**Lint Length:**  $1\frac{1}{8}$ " to  $1\frac{3}{32}$ " full under good conditions.

**Lint Per Cent:** 38% to 41%.

**Lint Character:** Excellent, uniform, strong.

**Production:** Highest.

**PRICES:** \$12.50 per 100-lb bag, \$220 per ton, F.O.B. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.



COKER 100  
STRAIN 6

# COKER 100

## A Wilt Variety Combining Yield, Earliness, Thin Foliage and Open Type.

Not since Coker 100 was first introduced and planted has a cotton met with such universal approval as this wilt resistant strain of Coker 100, offered first in the Spring of 1942 for this year's planting. This cotton, the product of six years intensive breeding on badly wilt infested soils, followed by three subsequent years of testing and increasing, convinced us thoroughly of its true merit prior to introduction. It has convincingly justified the high rating that we had given it by a remarkable performance in highly competitive tests throughout the cotton belt in 1941.

### OUTSTANDING VARIETY TEST RECORD

This cotton made the highest average yield in nine tests, conducted by the Fusarium Wilt Committee of the Southern Agricultural Workers Association. These were planted on badly wilt infested soils from Texas to North Carolina. It likewise led the Tifton, Georgia, test in pounds of lint cotton produced per acre. It led the South Georgia Uniform Wilt Variety Test, planted at Hawkinsville, Carnegie, Statesboro and Plains loca-

tions, in pounds of seed cotton, pounds of lint and money value per acre. It led the 1941 Alabama Uniform Wilt Variety Test of twenty-eight of the best bred wilt resistant cottons, planted in eight different localities, with a yield of 485 pounds of lint per acre. It also led a test of twenty-eight varieties at the South Carolina Edisto Experiment Station and rated high in many others.

### SUITED FOR WILT OR NON-WILT SOIL

This remarkable performance in wilt tests proves Coker 100 Wilt to have few if any equals for planting on wilt infested soils. Its consistently good performance on non-wilt infested soils proves it, likewise, to be a safe cotton to plant on any soil. This cotton was bred to fill the persistent demands of those growers and admirers of Coker 100 cotton for a wilt resistant cotton of this type that could be safely planted on their soils that were rapidly becoming infested with this disease organism. Coker 100 Wilt Resistant fills ideally this demand.



COKER 100 WILT  
STRAIN 2

# WILT RESISTANT

Longer, Higher Degree of Wilt Resistance.

## Strain 2

We are pleased to have to offer this year a new strain of Coker 100 Wilt Resistant cotton that still more nearly approaches the ideal toward which we have been working. It has a still higher degree of wilt resistance, more vigor, equal or higher production and  $\frac{1}{32}$ " longer staple.

We offer this new strain with the full assurance that it will contribute still more to the solution of this vexing problem.

### DESCRIPTION

**Plant:** Very open, semi-determinate in type. Vigorous and spreading with long, more erect fruiting branches and longer internodes, 3 to 4 vegetative branches.

**Foliage:** Thin, with dark green, deeply lobed leaves.  
**Season:** Early.

**Bolls:** Round, ovate, slightly pointed. 66 to 70 to pound. Open extremely wide and fluff beautifully.

**Lint Length:**  $1\frac{1}{32}$ " full to  $1\frac{1}{16}$ " full under good conditions.

**Lint Per Cent:** 37% to 39%.

**Character:** Excellent, uniform, strong.

**Production:** High.

**Wilt Resistance:** High.

**PRICES:** \$12.50 per 100-lb bag, \$220 per ton, F.O.B. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

## Strain 1

Last season our limited stock of Coker 100 Wilt Resistant Strain 1 seed was sold out before planting time and a number of our customers who wanted the seed failed to secure them. Because of this and due to the wide-spread acceptance and exceptional performance of Coker 100 Wilt Strain 1 on wilt and non-wilt soils

in many parts of the belt, we are again offering this strain.

**PRICES:** \$8.50 per 100-lb bag, \$155 per ton, F.O.B. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.





# COKER 200 *Strain 3*

A Slightly Longer Coker 200 Cotton.

A new Coker 200 line that has all the good qualities of previous strains, namely, small stalk, small deeply lobed leaves; medium sized bolls that open wide, fluff beautifully, pick easily, yet are storm resistant; a good gin out-turn (37% to 39%); and a  $\frac{1}{32}$ " longer staple than previous strains, producing, under good growing conditions, fiber of  $1\frac{3}{32}$ " to  $1\frac{1}{8}$ " full in length.

## EXCELLENT FOR FERTILE SOILS

Coker 200, due to its extreme earliness, thin foliage and small stalk growth, has few equals for planting on fertile soils or for close planting on average soils where these soils are not infested with fusarium wilt. It has proven to be a boon to those growers with rich soils near the coast, where weevil control is a problem; also to those growers along the northern limits of the cotton belt.

Coker 200 has made outstanding records in Virginia, the Carolinas, Tennessee and Louisiana, and has many

admirers. To these we recommend especially Coker 200 Strain 3.

## DESCRIPTION

**Plant:** Small, determinate, very open, symmetrical, 2 to 4 low set vegetative branches and well spaced fruiting branches.

**Foliage:** Very thin, leaves small, deeply lobed.

**Season:** Very early.

**Bolls:** Medium, 70 to 75 to pound, round ovate, slightly pointed, open wide, fluff beautifully, storm resistant.

**Lint Length:**  $1\frac{3}{32}$ " to  $1\frac{1}{8}$ " under good conditions.

**Lint Per Cent:** 37% to 39%.

**Character:** Excellent, uniform, strong, full bodied.

**Production:** Excellent.

**PRICES:** \$12.50 per 100-lb bag, \$220 per ton, F.O.B. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

**HOW GROWING CONDITIONS AFFECT YOUR COTTON**—The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or poor conditions will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.





# COKER 4-IN-1 *Strain 5*

**A Safe and Dependable Premium Staple Wilt Variety.**

Coker's 4-in-1 cotton is one of the safest and most dependable varieties that we have ever bred. It is highly productive, highly wilt resistant, early, has nice bolls that open fully, fluff, and are yet storm resistant. It produces a lint that is uniform, hard, strong, of excellent character and  $1\frac{1}{16}$ " to  $1\frac{1}{8}$ " in length.

## CONTEST RECORD

Its record in the South Carolina 5-Acre Contest during 1938, 1939 and 1940 bears this out. During this period in which eight prizes were given each year, or a total of twenty-four prizes, growers with 4-in-1 won twelve, or 50% of all prizes offered; among these were two first State prizes and four first District prizes. These twelve prize-winning plots of 4-in-1 produced an average of 1,139.7 pounds of lint cotton per acre.

## BEST GENERAL PURPOSE 4-IN-1

We have continuously enlarged our breeding experiments with 4-in-1 in an effort to breed still more valuable strains. So far we have bred and introduced four strains, each superior to previous strains offered. Coker's

4-in-1 Strain 5 is as highly wilt resistant as Strain 4, is earlier in maturity, has thinner foliage, a more determinate type, 1% higher lint yield and wider adaptability. It is the best general purpose 4-in-1 ever offered.

## DESCRIPTION

**Plant:** Open, determinate, spreading with 3 to 4 low set vegetative branches and well spaced fruiting branches.

**Foliage:** Thinnest of all 4-in-1 strains offered.

**Season:** Earliest of all 4-in-1's.

**Bolls:** Round ovate, slightly pointed, 68 to 74 to pound. Open wide, pick easily, yet storm resistant.

**Lint Length:**  $1\frac{1}{16}$ " to  $1\frac{1}{8}$ " under good conditions.

**Lint Per Cent:** 36% to 38%.

**Lint Character:** Excellent, uniform, very strong.

**Production:** Very high.

**Wilt Resistance:** High.

**PRICES:** \$8.50 per 100-pound bag, \$155 per ton, F.O.B. Hartsville, S. C. and Memphis, Tenn. All seed are treated with Ceresan.

**NOTE:** Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.



COKER 4in1  
STRAIN 5

